



# **The Greater Bethesda Chamber of Commerce 2015-2018 STRATEGIC PLAN**

## **Mission**

Build an environment that encourages business to grow and prosper within the thriving Greater Bethesda region.

## **Vision**

The Greater Bethesda region will be the best place to work, live and play in the Washington Metropolitan Area.

## **Guiding Principles**

Our Chamber supports its members by providing both a voice and a forum to help shape public policy and enhance opportunities for exposure, connections and growth.

Our responsibility is to lead by example, holding ourselves to the highest governance principles, ethical standards and business practices.

## **Goals**

- Establish the Greater Bethesda region as a seamless place to do business and solidify the Chamber as its preeminent advocate.
- Change the business environment in Montgomery County to a culture of “yes.”
- Ensure a fiscally firm foundation for the Chamber.
- Inspire Chamber member engagement with new-and-improved events.
- Position the Chamber as dynamic, nimble and relevant to the diverse range of businesses and employees that work, live and play in our region.
- Design a succession plan to promote a pipeline for inclusion and diversity in leadership.

## **GOALS AND CORE STRATEGIES**

### **Establish the Greater Bethesda region as a seamless place to do business and solidify the Chamber as its preeminent advocate.**

- A. Identify representatives at the Board level for the various areas within the Greater Bethesda region.
- B. Define and strengthen relationships with other organizations to further this goal.
- C. Establish regular informational sessions and events throughout this region.

### **Change the business environment in Montgomery County to a culture of “yes.”**

- A. Establish a legislative committee to monitor legislation that impacts the business community.
- B. Develop meeting content that furthers this goal.
- C. Expand proactive outreach to government and agency officials.
- D. Gather member input on a regular basis to effectively identify and represent members’ priorities.

### **Ensure a fiscally firm foundation for the Chamber.**

- A. Create short and long-term financial plans for financial sustainability.
- B. Increase annual revenue by 15%.
- C. Manage and monitor expenses.
- D. Build our reserve to 3-months of cash flow.

### **Inspire Chamber member engagement with new-and-improved events.**

- A. Develop event tracks based on identified membership segments.
- B. Establish self-managing peer groups.
- C. Encourage members to self-identify for event tracks and peer groups.
- D. Gather feedback from attendees after events.
- E. Establish the Chamber event calendar well in advance.
- F. Create an internal review process for events and meetings.

### **Position the Chamber as dynamic, nimble and relevant to the diverse range of businesses and employees that work, live and play in our region.**

- A. Identify and understand target audiences.
- B. Conduct a gap analysis between how the Chamber is perceived and how it wants to be perceived.
- C. Evaluate the brand (name, logo, tagline, and graphic identity).
- D. Identify key messages.
- E. Develop a multi-media tool set to reach different audiences.
- F. Launch a new marketing/PR plan.

### **Design a succession plan to promote a pipeline for inclusion and diversity in leadership.**

- A. Target and solicit decision makers.
- B. Pursue Board members from target emerging geographic areas and businesses.
- C. Strive for diversity.
- D. Develop an emergency and long-term succession plan for executive staff.